Ward Profile for
Boscombe West

Shared space, Boscombe

Your Ward Councillors

Councillor
Jane Kelly

Councillor
Philip Stanley-Watts

Councillor
Christopher Wakefield

Population

Boscombe West is a coastal ward with a resident population of 9,843 in 2011. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 10,600. At that time, 8,000 were of working age representing 75% of the population.
The average age of residents is older than the England and Wales average at 38.2 years. This is an ethnically diverse ward with a smaller proportion of White-British than England and Wales. The largest ethnic group is the White-Other group (20.2%).

The ward has a larger proportion of residents with ‘other qualifications’ compared with the Borough and England and Wales. Other qualifications include vocational/work related qualifications and foreign qualifications where the level is unknown or not stated.

As at March 2016, the proportion claiming unemployment related benefits stood at 3.1%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
A significant proportion of residents are employed in the hotel and catering industry compared to the borough. The ward also has a slightly larger proportion of residents employed in manufacturing than Bournemouth.

Environment

In terms of character, the Boscombe West ward is split into three distinct areas; to the south and east of Christchurch Road it is predominantly large detached houses; to the south and west flats and north of Christchurch Road, semi-detached housing. Christchurch Road is dominated by the shopping centre, which in terms of shops is the second largest in the borough. The following Conservation Areas are either wholly or partly within the ward: Boscombe Manor, Boscombe Spa, Churchill Gardens, Knole Road and Undercliff Road. Boscombe Chine Gardens holds a Green Flag award.

Community resources

This ward has benefited greatly from improved facilities at the seafront including the Coastal Activity Park which opened in 2014. Significant improvements to develop a shared space scheme in the Precinct and Christchurch Road funded by the Local Sustainable Transport Fund have now been completed; Boscombe Crescent Gardens have also been refurbished and the former Argos site opposite has been developed as a base for the Police, Boscombe Regeneration staff and a Youth Services drop in. An Arts Trail links the seafront to the town centre with art sculptures sited along Sea Road and the Old School House, a creative industries hub, opened in 2014 to support local creative businesses.

The street market is now run by Boscombe Regeneration and a Boscombe Centre Manager has been employed to support and grow the market and local businesses.

The area is home to the Bournemouth Volunteer Centre, which is part of Bournemouth Council for Voluntary Services and based at the Boscombe Link in Palmerston Road, also home to Dorset Race Equality Council.

The Boscombe Regeneration Partnership launched the Boscombe Commitment and Action Plan in 2012 and further detail of the work taking place can be found here: www.bournemouth.gov.uk/boscomberegeneration

The area also benefits from a Neighbourhood Worker who supports and develops local groups. Tackling anti-social behaviour is a priority for the area and the Council works closely with Dorset Police to address concerns. The Police Information Point in the Precinct serves as a point of contact for the public to talk to the Police and also provides a photo opportunity for visitors. A conservation Management Plan has been developed for Churchill Gardens and a community growing space within the gardens is being developed by volunteers. The Wellspring Centre, St Georges Church on
Haviland Road has meeting spaces, Community Lunches and a range of groups and activities. Boscombe library is one of the busiest in the town.

The Boscombe Forum meets bi-monthly and is open to all residents. www.boscombeforum.org.uk

Bournemouth Borough Council has approved an application by the community to designate Boscombe and Pokesdown Neighbourhood Plan Forum and Neighbourhood Area. The approved Neighbourhood Area covers Boscombe East and Boscombe West wards. This decision enables the local community to prepare a neighbourhood plan for their area in accordance with the Localism Act 2011. It is the first such designation in Bournemouth. A Neighbourhood Plan is a framework for guiding the future development, regeneration and conservation of an area. It is different from other planning documents because it is prepared by the local community. Once it has been completed through a statutory process and adopted by the Council, the policies in the plan will be used, alongside the Council’s planning policy documents, to make decisions on planning applications in the area. http://www.bournemouth.gov.uk/PlanningBuilding/PlanningPolicy/Other-Planning-Documents/boscombe-and-pokesdown-neighbourhood-plan.aspx

The coastal part of the ward is also covered by the Coastal BID (which runs along the coast of Bournemouth). The Coastal BID aims to increase the numbers of those visiting Bournemouth off-season, encourage repeat visits, increase the visitor spend and help businesses by negotiating discounts with key suppliers www.coastalbid.co.uk

St Clements’s and St John’s Church of England Infant School (264 pupils on roll as at January 2016) and Bethany Church of England Junior School (345 pupils) are in the ward.

Schools and childcare providers in this ward include:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>After School Club</td>
<td>Term Time</td>
<td>24</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>Term Time</td>
<td>30</td>
</tr>
<tr>
<td>Crèche</td>
<td>Not known</td>
<td>Not known</td>
</tr>
<tr>
<td>Day Nursery</td>
<td>Not known</td>
<td>Not known</td>
</tr>
</tbody>
</table>
Cats Whiskers Day Nursery                      All Year                      39

**Holiday Playscheme**

The 115 Holiday Club @ St Clements         School Holidays                      24
Creative Kids                           School Holidays                      Not known

**Pre-School Playgroup**

St Clements Pre - School              Term Time                      26
Springbourne Community Pre-School       Term Time                      20

**Primary Schools**

St Clement's & St John's CE Infant School Term Time                      270
Bethany Church of England Junior School Term Time                      357

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**Boscombe Library**,
Hawkwood Road, Boscombe, Tel: 452777
Library web address:
http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/BoscombeLibrary.aspx

For library events visit:
http://www.bournemouth.gov.uk/Libraries/LibraryEvents/LibraryEvents.aspx

A variety of library services are available including the Cyber Library which allows access to free online resources with a Bournemouth Libraries card. Ebooks can also be downloaded and library books renewed via the library catalogue.
http://www.bournemouth.gov.uk/Libraries/LibraryServices/LibraryServices.aspx

**Housing**

Households are smaller than the England and Wales average; however, 34.5% of households are living in overcrowded conditions based on the number of rooms. There are fewer households with dependent children in this ward although the proportion of these living in lone parent households is a very similar proportion to the borough as a whole.

Over 62% of households live in privately rented accommodation; this compares with only 31% in the borough as a whole. Most of the accommodation in this ward is in flats with nearly 59% of households living in privately rented flats.

The 2011 Census recorded 5,975 household spaces in the ward, comprising 568 houses and 5,407 flats. Since 2001 household spaces have increased by over 30%.
Health inequalities

The life expectancy at birth in 2008-2012 for Boscombe West ward males is 71.4 and for females the figure is 79.7 years. Comparisons show that for males the Bournemouth figure is 78.6 years and the national figure is 78.9, while for women the Bournemouth figure is 82.9 years and the national figure is 82.8 years.
The proportion of households with at least one member with a limiting long-term illness is slightly higher than Bournemouth and England and Wales. In this ward 9% of residents described themselves as being in ‘Bad health’ or ‘Very bad health’, the highest figure in the borough.

**Deprivation**

Three of the five most deprived LSOAs (Lower Super Output Area’s) in the borough fall within this ward, all within the 10% most deprived in England. The most deprived LSOA is Boscombe central which ranks 226th in England, out of 32,844 nationally, so in the top 1% of LSOAs and is the 7th most deprived LSOA in the south west. The least deprived LSOA in the ward is Honeycombe Chine and is ranked 15,398th illustrating the growing differences in the ward.

In terms of the individual domains, Boscombe central ranks as most deprived in the borough for three of the domains and is second or third in three others. For the domains, four of the six LSOAs fall within the 20% most deprived in England for the employment domain, and the same four LSOAs are in the top 20% in England for Health deprivation and disability domain. The Crime domain reveals five of the six LSOAs are within the top 10% most deprived and the pattern is the same for the Living Environment. The Barriers to Housing and Services domain shows the least deprived rankings, although all are in the most deprived 50%.

The charts illustrate the overall index of multiple deprivation (IMD) and the individual domains results. Each LSOA in the ward is listed by its decile i.e. a score of 1 indicates the LSOA is in the 10% most deprived whereas a score of 10 means the LSOA is in the 10% least deprived in England.
Child Poverty

A report by the End Child Poverty organisation uses tax credit data and national trends on worklessness that are compatible with national estimates of children living in households below the 60% median income level. Based on this measure 23.1% of children in this ward are classified as living in poverty before housing costs, this figure
rises to 35.6% after housing costs are added in compared with 15.8% before housing costs and 25% after housing costs within the borough and 15.9% and 25.1% respectively across the UK.

Using housing benefit statistics reveals there were around 550 claimants with dependent children in this ward as at November 2015, this equates to around 46% of families in receipt of Child Benefit, the borough figure is 29%.

**Mosaic Public Sector classification**

Using data from a wide range of public and private sources, Experian has developed Mosaic Public Sector. It is a lifestyle classification and when linked to specific data sources from health, education, criminal justice, local and central government can give an insight into citizen’s requirements of these services. Additionally, it provides a ‘common currency’ that enables the same citizen to be viewed in the same way by all public bodies, thereby assisting joined-up government and partnership working.

Using this data Experian classify every unit postcode by fifteen lifestyle groups and sixty-nine lifestyle types. Each of the groups and types has a description, the aim of which is to give an image of the area.

Nearly 67% of the ward is classified as ‘Educated young people privately renting in urban neighbourhoods’ (Group J), and is twice the borough figure. On first appearances, this group does not appear to represent the area. However, when looking at the Mosaic Public Sector types, 35% of those categorised as Group J fall within Type 45, who are described as ‘Singles renting affordable private flats away from central amenities and often on main roads’. A further 18% of the ward is categorised as ‘Young renters ready to move to follow worthwhile incomes from service sector jobs”. Only eleven of the fifteen groups are represented in the ward with only seven groups comprising 1% of households or more.
Comparison between Boscombe West and Bournemouth Borough Mosaic Public Sector Groups

<table>
<thead>
<tr>
<th>Public Sector Groups</th>
<th>Boscombe West</th>
<th>Bournemouth</th>
</tr>
</thead>
<tbody>
<tr>
<td>K Modest Traditions</td>
<td>5.8%</td>
<td>1.5%</td>
</tr>
<tr>
<td>L Transient Renters</td>
<td>4.6%</td>
<td>7.9%</td>
</tr>
<tr>
<td>M Family Basics</td>
<td>2.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>N Vintage Value</td>
<td>8.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>O Municipal Challenge</td>
<td>0.5%</td>
<td>3.2%</td>
</tr>
<tr>
<td>P Transport</td>
<td>2.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Q Family Basics</td>
<td>6.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>R Transient Renters</td>
<td>11.2%</td>
<td>2.1%</td>
</tr>
<tr>
<td>S Senior Security</td>
<td>3.1%</td>
<td>5.8%</td>
</tr>
<tr>
<td>T Urban Cohesion</td>
<td>66.9%</td>
<td>30.5%</td>
</tr>
<tr>
<td>U Aspiring Homemakers</td>
<td>2.6%</td>
<td>8.8%</td>
</tr>
<tr>
<td>V Suburban Stability</td>
<td>4.6%</td>
<td>9.1%</td>
</tr>
<tr>
<td>W Domestic Success</td>
<td>4.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>X City Prosperity</td>
<td>2.3%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Y Prestige Positions</td>
<td>4.6%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

**Transport**

A significant proportion (44.4%) of households are without access to a car. The area does, however, have excellent access to services such as Doctors and Dentists and most facilities are available within a short, flat walking distance such as schools, open spaces and shopping facilities.
The Bournemouth Opinion Survey is a postal survey of residents which was most recently carried out in September and October 2015 and received 3,260 responses. This gives us a reasonable level of confidence in the overall results. Once broken down to ward level the margin of error is wider. A boosted sample in Boscombe West means that the confidence interval is better than most wards; on a 50% score the confidence interval is +/- 4.4%. Comparisons between Boscombe West and the Borough as a whole should be treated as indicative where the difference lies within this range.

### Satisfaction with the local area as a place to live

Six in ten respondents in Boscombe West were satisfied with the local area as a place to live, significantly fewer than the Borough average of 82%. More than one in five (22%) were dissatisfied with the area compared to less than one in ten across the Borough.

### Satisfaction with the way the Council runs things

Fewer than six in ten respondents said that they were satisfied with the way the Council runs things. This is significantly fewer than the Borough average of 69%. Almost a quarter (23%) said that they were dissatisfied with the way the Council runs things compared to 16% overall.

### Value for money (% agree)

Fewer than half of Boscombe West respondents agreed that the Council provides value for money, fewer than the Borough average of 53%. Almost a quarter (24%) disagreed, compared to 17% overall.
Anti-social behaviour and community safety

Residents were asked how much of a problem different aspects of anti-social behaviour are in their area. These results are combined to create an overall score which shows the percentage of people with a high combined perception of anti-social behaviour in their area. Across the whole Borough 22% of respondents had a high perception of anti-social behaviour.

High Perception of Anti-Social Behaviour

56 %

We also asked residents how safe or unsafe they feel outside in their local area, both during the daytime and after dark.
Residents' priorities

We asked residents which five factors (from a list of 21) are the most important in making somewhere a good place to live. They were then asked which five factors from the same list are most in need of improvement in their local area. The factors with above average scores for both importance and improvement in Boscombe West are:

- Affordable decent housing
- Clean streets
- The level of crime
- Wage levels and local cost of living

The full Bournemouth Opinion Survey report can be found on our website at www.bournemouth.gov.uk/BOS

For further information, please contact:

Research and Information
Development Services
Bournemouth Borough Council
Tel: 01202 454684
Email: statistics@bournemouth.gov.uk
Website: http://www.bournemouth.gov.uk/statistics

July 2016